

WHAT IS CLAIMED IS:

1 1. A method of marketing a commercial activity, comprising:
2 sending processor-executable code to a plurality of users;
3 requesting that the users run the processor-executable code on network-coupled
4 computing arrangements accessible by the users;
5 running the processor-executable code on each of the computing arrangements to
6 perform distributed computing tasks on the computing arrangement, the distributed
7 computing tasks working in concert to solve a computational problem; and
8 providing, as a result of the distributed computing task, a user-perceivable
9 experience via the computing arrangements, the user-perceivable experience configured for
10 purposes of marketing the commercial activity.

1 2. The method of claim 1, wherein the computational problem comprises a
2 processor-implemented creation of a product related to the commercial activity.

1 3. The method of claim 1, wherein the computational problem comprises
2 rendering of video.

1 4. The method of claim 3, wherein the user-perceivable experience comprises
2 displaying of rendered frames on the computing arrangements.

1 5. The method of claim 3, wherein the commercial activity comprises creation
2 of a motion picture.

1 6. The method of claim 1, wherein two or more of the computing
2 arrangements perform the distributed computing tasks in a peer-to-peer arrangement.

1 7. The method of claim 1, wherein the computing arrangements perform the
2 distributed computing tasks in coordination with a centralized server arrangement.

1 8. The method of claim 1, wherein the distributed computing tasks include
2 gathering input from the users of the computing arrangements.

1 9. The method of claim 1, wherein the distributed computing tasks include
2 storing data on the computing arrangements.

1 10. A computer-readable medium having instructions stored thereon which are
2 executable by a computing arrangement coupled to one or more computing entities via a
3 network for performing steps comprising:

4 performing a distributed computing task on a processor of the computing
5 arrangement, the distributed computing task performed in concert with the one or more
6 computing entities to solve a computational problem;

7 providing, as a result of the distributed computing task, a user-perceivable
8 experience via an output of the computer arrangement, the user-perceivable experience
9 configured for purposes of promoting a commercial marketing activity.

1 11. The computer-readable medium of claim 10, wherein the computational
2 problem comprises a processor-implemented creation of a product related to the
3 commercial marketing activity.

1 12. The computer-readable medium of claim 10, wherein the computing
2 arrangement is coupled to one or more of the computing entities in a peer-to-peer
3 arrangement to perform the distributed computing task.

1 13. The computer-readable medium of claim 10, wherein the distributed
2 computing task is performed in coordination with a centralized server arrangement.

1 14. The computer-readable medium of claim 10, wherein the distributed
2 computing task includes gathering input from the user of the computing arrangement.

1 15. The computer-readable medium of claim 10, wherein the distributed
2 computing task comprises storing data on the computing arrangement.

1 16. A system comprising:
2 a plurality of network-coupled computing arrangements, each computing
3 arrangement including a processor coupled to a memory, the memory containing
4 instructions configured to cause the processor to,
5 perform a distributed computing task on each computing arrangement, the
6 distributed computing task operating in concert with other computing arrangements
7 of the plurality of computing arrangements to solve a computational problem; and
8 initiate a user-perceivable experience on each computing arrangement as a
9 result of the distributed computing task, wherein the user-perceivable experience is
10 related to a commercial marketing activity.

1 17. The system of claim 16, wherein the computational problem comprises a
2 processor-implemented creation of a product related to the commercial marketing activity.

1 18. The system of claim 16, wherein two or more of the computing
2 arrangements are coupled in a peer-to-peer arrangement to perform the distributed
3 computing task.

1 19. The system of claim 16, further comprising a network-coupled centralized
2 server arrangement, wherein the computing arrangements perform the distributed
3 computing task in coordination with the centralized server arrangement.

1 20. A computing arrangement coupled to one or more computing entities via a
2 network, comprising:

3 a processor coupled to a memory and a user interface, the memory containing
4 instructions configured to cause the processor to,

5 perform a distributed computing task operating in concert with other
6 computing arrangements of the plurality of computing arrangements to solve a
7 computational problem; and

8 initiate a user-perceivable experience on the user interface of the computing
9 arrangement as a result of the distributed computing task, wherein the user-
10 perceivable experience is related to a commercial marketing activity.

1 21. The computing arrangement of claim 20, wherein the computational
2 problem comprises a processor-implemented creation of a product related to the
3 commercial marketing activity.

1 22. The computing arrangement of claim 20, wherein the computing
2 arrangement is coupled to one or more of the computing entities in a peer-to-peer
3 arrangement to perform the distributed computing task.

1 23. The computing arrangement of claim 20, wherein the computing
2 arrangement performs the distributed computing task in coordination with a centralized
3 server arrangement.

1 24. The computing arrangement of claim 20, wherein the computing
2 arrangement comprises a mobile terminal.

1 25. A system for marketing a commercial activity, comprising:
2 means for sending processor-executable code to a plurality of users;
3 means for requesting that the users run the processor-executable code on network-
4 coupled computing arrangements accessible by the users;
5 means for performing a distributed computing task on each of the computing
6 arrangements by running the processor-executable code on the computing arrangements,
7 the distributed computing tasks working in concert to solve a computational problem; and
8 means for providing, as a result of the distributed computing task, a user-
9 perceivable experience via the computing arrangements, the user-perceivable experience
10 configured for purposes of marketing the commercial activity